

Company
Profile



EXTRAORDINARY TIMES CALL FOR EXTRAORDINARY TRAINERS!®

Company Profile!

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educational technologies and consulting www.entertrainingetc.com

Leadership
Knowledge
Commitment
Success
Opportunity
Discovery
Performance
Attitude
Influence

(Partial list)

AMWAY
Spain, Latin America,
Italy

BBL/American Express
Belgium

Golden Tulip Hotels
The Netherlands

Lion Brewery Ceylon
Ltd
Sri-Lanka

Solidere
Lebanon

Shell Petroleum,
Syria

Carlson Wagon Lits
Travel
Belgium

DNATA
UAE

United Nations
—World Food Pro-
gram

Editorial Jubilo,
Spain

Elite Travel Center
Philippines

Hilton Hotels
Indonesia

Kanoo Travel
Saudi Arabia

Kenya Airways
Kenya

KLM Royal Dutch Air-
lines
The Netherlands

Northwest Airlines
The Philippines

Oman Air
Oman

Radisson SAS Hotels
Bahrain, Austria, Swe-
den

Regency Intercontinen-
tal
Bahrain

Renaissance Hotel
Amsterdam

Rotana Hotel
Lebanon

Spencer Group
India

What solutions do we offer?

Entertraining Etc is an innovative world leader in the development and delivery of accelerated learning programs for the business community. Our programs are designed to improve your business results by unleashing the human potential within your organization. There are many facets to Entertraining Etc's business including Corporate Training, Corporate Conference Events, Leadership Development and Consulting.

Whilst most training companies merely focus on teaching 'skills' seminars, our programs are designed to help people recognize on their own, the need for change. By linking the program to real-world situations, participants see, understand and experience how their own behavior and attitude needs to change to impact their performance and get the results they need in their job.

What specifically can we do for your organization?

Integration of the Tangibles and Intangibles:

We help you increase the tangibles - revenue, quality, cost control, profit - through the development of the intangibles - vision, service, commitment, and empowerment.

Customized Services:

Rather than overused prescribed standard solutions, we customize our services and products to fit the unique needs and culture of each client. Our interventions, whether it be one-on-one executive coaching or whole organization training programs, **are tailored to fit the specific culture and strategic direction of our clients.**

Change Management Expertise:

Our clients benefit and learn from our **extensive experience in change management** and real-world business applications. We have the expertise to quickly diagnose workplace issues, and design and implement solutions.

Partners:

As partners - we work with you closely to clarify needs and goals, and to design and implement solutions that meet your specific needs. We manage the process with you to achieve results on time and within budget. We take every opportunity to manage costs by using your existing resources. We involve key staff in your organization in the design and implementation of interventions to reduce resistance and increase commitment to ensure successful outcomes.

Access to Experts:

We offer unparalleled access to an unequalled group of expert consultants and trainers. Using insight gained from years of practical experience and research, our consultants match the right expertise to your specific culture and needs. Many of our associates are internationally known, all of whom are experts in their own right. We all share a common commitment to the new way of thinking and leading.

Entertraining Etc's Advantage

"Once upon a time training meant chalk and talk. Then trainers discovered participative learning and began to introduce, role plays and other activities. Accelerated Learning took the process one step further. Brain-friendly learning goes beyond this and is the essential training approach for the twenty first century."

Entertraining Educational Technologies has built a global reputation, and is a leading provider of *Accelerated Learning* programmes for the business community.

Our expertise is in helping companies to bring the theory and philosophy of *Accelerated Learning* to life - by producing programmes that meet the precise needs of your business whilst implementing the most recent research findings in how people learn most effectively and enjoyably.

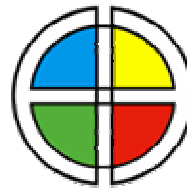
By helping people and organizations gain greater insights into how they prefer to think, learn and communicate, we enable them to harness the power of their thinking for improved productivity, creativity and fulfillment

Our programs are based on fundamental performance principles, people at any level - from managers and front line workers to the president and senior executives - can readily apply what they learn to their own specific situations.

This provides an opportunity for all areas of an organization to benefit from a consistent message and facilitates their pursuit of common business objectives and results.

"In the world of the future, the new illiterate will be the person who has not learned how to learn."

-Alvin Toffler



HBDI™ Certified
Herrmann Brain Dominance Instrument™

Entertraining Etc is proud to be HBDI Certified!

HBDI IS NOT JUST ANOTHER ASSESSMENT TOOL!

Twenty years of research and innovation stand behind the validity of the HBDI. It has been the subject of independent validations, dissertations, and scientific papers.

Are you aware that your personal thinking preferences influence your:

- Communication
- Decision-making
- Problem solving
- Management style

Understanding your thinking style preferences gives you a new perspective of yourself and others you interact with everyday.

Through the use and implementation of the HBDI in your organization you can dramatically improve your organization's performance and effectiveness.

Entertraining Educational Technologies uses the HBDI on many of its seminars and also uses it in their consulting practices as a standard performance tool.

So what does all this mean to your organization?

Through our seminars and consulting services your organization will achieve and sustain that organizational renewal you and your top management have been looking forward for. Our seminars will bring back the joy & effectiveness of learning to everyone who participates.

We invite you to discover the secret of our Educational Technologies!

Company Profile!



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What will using our Training or Consulting Services mean to you?

- Fast “Buy In” from your employees, which means fast implementation of any change or renewal initiatives.
- This will be translated in substantial financial savings and diminished time loss and frustration.
- More self motivated employees ready be more responsible in a clearly turbulent business environment

Open Sessions

- How To Make Money While You Sleep!
- Teachers Make the Difference!™
- Relationship Fuel!™
- Emotional Fitness!
- The Entertrainer's Boot Camp!™



Corporate Programs

- Mastery in Business Negotiation!
- The Creative Edge!™
- Result Driven Time Management!
- The Entertrainer's Boot Camp!™
- Together Profiting from Change!™
- Extraordinary Leadership!™
- Dynamic Skills for Success!
- Sales Mastery for Corporate Accounts!



Head Quarters in Amsterdam

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www.entertrainingetc.com

Contact us today to find out more about how you can benefit from our products or services!

Middle East Representative: Right Selection

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Phone No : +971 4 3527803
Fax No : +971 4 3551067
Email Id : customercare@rightselection.com
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Success Tools!

Herrmann Brain
Dominance Profile!



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Herrmann Brain Dominance Profile!

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HBDI™ Certified

Herrmann Brain Dominance Instrument™

Are you ready for **the** tool for Organizational Development, Leadership Development, Personal Growth & Innovation that will guarantee success? Is your organization ready to increase its bottom-line results, individual & team effectiveness, productivity, communication and creativity that will keep you light years ahead of your competition? The Herrmann Brain Dominance Instrument (HBDI™) is the tool that will help you achieve these goals.

Entertraining Educational Technologies is proud to be HBDI™ certified. This means that through us, your organization can have access to this marvelous tool of positive change and success. We can include the HBDI™ as part of your training requirements or it can be done separately as part of our consulting services. Rest assured that this will be one of the best investments your organization can make!

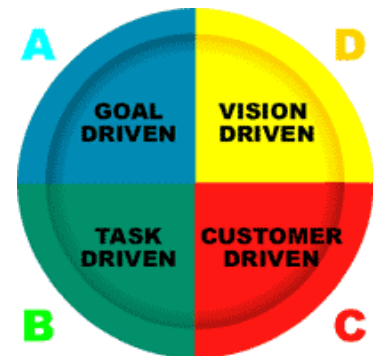
The **HBDI** is an **individual profile** that is created from a 120 question survey that instantly illuminates the person's strengths and interests.

A world of knowledge and insight will be revealed to you after your organization has done the HBDI™. It will help you as a manager make the most of your team and you will have a clear understanding of the critical areas that need attention. HBDI™ lets you discover the strengths and weaknesses on a professional level, as well as on a personal level.

“I not only use all the brain I have, but all the brain I can borrow...”

-Woodrow Wilson

Is Your Organization Whole-Brain Dri-



Insight
Synergy
Understanding
Cutting Edge
Success

Success Tools!

Herrmann Brain Dominance Profile!



EXTRAORDINARY TIMES CALL FOR EXTRAORDINARY TRAINERS!®

Herrmann Brain Dominance Profile!

What are the applications for the HBDI and the whole brain concept?

Who is using the HBDI already?

SELF UNDERSTANDING
Relationship with Others
Self Development

DIAGNOSIS
Thinking Styles
Learning Styles Course
Design

PERSONAL GROWTH
Job Design
Education/Training
Article Report/Career
Direction
Job Choice
Organization Structure
Organization Climate

GROUP PROCESS
Organization Culture
Learning Delivery
Management/Leadership Style
Team Building
Staff Interaction

MODELING
Creative Problem Solving
Creativity

COUNSELING
Communication
Educational
Career
Productivity

MANAGEMENT
Staff Development
Communication
Planning Approach
Task Force Formation
Strategic/Operational
Learning Group Formation
Managing Differences
Creative Team Formation
Dealing with Diversity
Dealing with Change

SELLING
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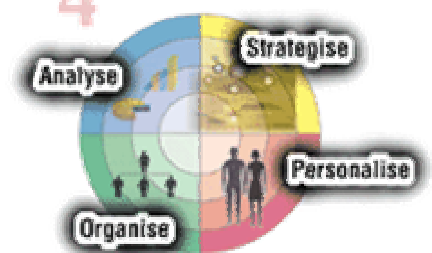
American Express
AT&T
Bristol Myers Squibb
CIBA
Citibank
Coca-Cola
Compaq
Deloitte & Touche
Dunn & Bradstreet
Ericsson
General Electric
Goodyear Tire

IBM
KLM
Lucent Technologies
McDonnell Douglas
MetLife
Michelin
Motorola
MTV
NatWest Bank
Novartis
Polaroid
Procter & Gamble
Sara Lee
Shell Oil
SmithKline Beecham
Starbucks Coffee
3M
U. S. Navy
Unisys

The HBDI™ is an important part of the following seminars:

- The Creative Edge!™**
- Together Profiting from Change!™**
- Extraordinary Leadership!™**
- The Entertrainer's Boot Camp!™**

The four ways of thinking



If you would like to process your HBDI profile, or you feel the profile would be a useful tool to improve the understanding of your team and the effectiveness of your company, or for any further queries, contact us at:

seminars@entertrainingmail.com

www.entertrainingetc.com

Tel. + 31-20-44 222 11

Fax + 31-20-44 220 55

2 Day Seminar

Extraordinary
Leadership!™

entertrainingEtc



HBDI™ Certified
Herbert R. Prosser, Ph.D.

educational technologies and consulting www.entertrainingetc.com



“Leadership is practiced not so much in words as in attitude and in actions.”

-Harold S. Geneen

Learning to lead without formal authority or positional power is a key element in improving organizational effectiveness in the 21st century. The **Extraordinary Leadership!™** workshop is designed to provide high-level and mid-level management in an organization with the most advanced leadership models, philosophies, and tools to increase their individual performance, and thereby improve their organizations. The program is delivered in an interactive accelerated learning format. Participants will create a Leadership development plan that will assist them in sustaining long-term, continuous improvement after completing the workshop requirements.

This seminar will appeal to current or emerging managers and supervisors who are responsible for delivering results in a high demand environment. Managers who know they need to become better leaders will also benefit greatly. Participants will discover how highly effective leaders navigate change, deliver results and create the future. This two-day workshop is supplemented by an action-orientated tele-coaching program to help participants transform knowledge into habit-forming leadership skills.

What will you learn during this seminar?

- The principles of leading a team
- How to align work and engage the entire team to succeed
- The different roles of leadership
- How to unleash the potential of others and build synergy
- The difference between being a manager and being a leader
- How to set the direction of the team or the organization
- Inspire a more highly trusting environment
- Create win-win agreements

And much more...

Vision
Leadership
Focus
Discovery
Compassion

EXTRAORDINARY TIMES CALL FOR EXTRAORDINARY TRAINERS!®

Extraordinary Leadership!™

Extraordinary Leadership!™



Format

This is by no means a sit down and listen seminar. You will actively learn and participate in simulations that will help you understand the vital leadership concepts.

We use high impact visuals, audio and interactive activities that will deepen the impact and make the transfer of knowledge more powerful and long lasting.

Participants leave with specific on-the-job commitments and action plans for their own real-world challenges and situations.

This seminar provokes participants to break through self-imposed barriers and expand their leadership abilities beyond what was thought possible.

EXTRAORDINARY TIMES CALL FOR EXTRAORDINARY TRAINERS!®

Extraordinary Leaders inspire and motivate the people who work for them by displaying charisma, authority and strong communication skills. They are also effective task managers and they excel in performance monitoring. They also understand that part of their time must be allocated to activities such as coaching, mentoring and self and subordinate development.

How many leaders have you got in your organization?

In this seminar participants will find answers to these leadership dilemma's:

- How can we unleash the creativity, talent, and energy of the vast majority of the work force, whose jobs neither require nor reward such resources?
- How can all people at all levels in the organization internalize the principles of continuous improvement when they are so cynical, tired, and disillusioned with all the past 'Management Initiatives'?
- How can we create team spirit and harmony among people and departments that have been attacking and criticizing each other for years, while coping with scarce resources, playing political games, and working from hidden agendas?
- How can we turn our mission statement into a constitution? In other words, the supreme guiding force of our entire organization - instead of a collection of vague, meaningless, and cynicism-inducing statements?
- How do we maintain control, yet give people the freedom and autonomy they need to be effective and fulfilled in their work?
- How can we align staff, customers,

Why should our organization experience this seminar?

The **Extraordinary Leadership!™** workshop will be an ideal standard leadership development training, as well as management training and executive training. Our goal is to prepare individuals to lead under any circumstances, including the New Economic chaos. Organizations can use the **Extraordinary Leadership!™** workshop for:

- Making sweeping organizational changes.
- Accomplishing strategic initiatives.
- Achieving better bottom-line results.
- Eliciting inspired employee performance and extraordinary results.

Extraordinary Leadership!™ workshops can be held at your facility or an off-site location for groups of various sizes. For further information, immediate response to your questions or to schedule your seminar contact us at:

seminars@entertrainingmail.com

www.entertrainingetc.com

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2 ½ Day Seminar

The Creative Edge!



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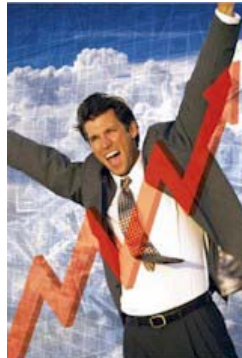
The Creative Edge!™

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“Pure logic is the ruin of the spirit.”

-Antoine de Saint Exupery

In today's fast-paced, competitive workplace, an organization's survival depends on leaders who can consistently and deliberately develop innovative and effective business solutions. Leaders need the skills to foster a work environment that encourages and promotes creativity and innovation. That is why we designed *The Creative Edge!™*. In this seminar managers, team leaders and executives together learn what it takes to promote innovation, and how to build an environment that sustains it!

Generating powerful ideas and innovative solutions isn't a matter of luck. It requires skills that allow individuals to challenge paradigms, leverage diverse resources, think expansively *and* critically, and target critical areas for innovation and creativity.

These skills *can* be learned and developed. *The Creative Edge!™* teaches participants how to *manage* thinking in order to do away with rigid belief systems and myopic perspectives so they can achieve "out of the box" breakthroughs that can

The Creative Edge!™ Seminar will help you accomplish the following:

- **Inspire** innovation and creativity that will produce lasting change
- **Empower** the teambuilding process with a new, dynamic, and collaborative technology
- **Challenge** and overcome blocks to creativity and innovation
- **Develop** frameworks capable of breaking stagnant convention and inspiring novel approaches to problem solving
- **Complement** the creation or introduction of innovative products or services
- **Incorporate** creative, interactive, and positive humour into your organiza-

Strategy
Awareness
Inspiration
Creativity
Innovation

The Creative Edge!™



Format

This seminar is the perfect blend of adrenaline and exhilaration that “thinking out of the box” can bring to individuals and organizations.

Your team will be taken for a powerful and amusing transformational journey where they will actively learn and participate in simulations that will help them get *the creative edge*.

Your entire team will leave the seminar inspired and with a strong sense of Team Spirit and most important; with a clear positive and cooperative attitude towards the future.

What are the keys to the success of *The Creative Edge*?

The key to the success of this seminar is **the speed at which participants are able to develop fresh new perspectives on risk taking, creative collaboration, and the rewards of breaking through the limits of conventional logic.** This is accomplished through the use of *Accelerated Learning* structures and carefully designed group experiences that empower individuals to discover their own unique creative potential.

The real-life business examples and practical advice included in the seminar help participants navigate their own challenges and apply the results to individual projects and work teams. Action plans, along with self-assessment tools, checklists, and exercises show learners how to make a difference inside their organizations!

Participants will leave the seminar with:

- A deeper understanding of the innovation process: what's involved, its scope, and why it's important to their teams and their companies.
- A list of identified barriers to the innovation process and specific how-to actions to move forward.
- Proven thinking techniques to quickly take advantage of opportunities.
- Field-tested tools to help sharpen and enhance thinking skills.
- Practical ideas on how to leverage their ability to think "outside the box" and apply the results to real on-the-job challenges.

Research shows that the **seven success factors** for sustained creativity and innovation in an organization are the following:

1. A **culture** that embraces innovation everywhere.
2. **Strategic alignment** of initiatives with business goals, policies and processes.
3. A **focus on the customer and an eye toward the market**
4. **Risk acceptance.** Understanding mistakes are often the base for future success.
5. Emphasis on **exploratory thinking**, idea generation and experimentation.

The Herrmann Brain Dominance Instrument™

In order to establish a proper foundation for innovation and creative thinking, every participant will complete the *HBDI* prior to this seminar . This instrument measures thinking preferences. It is one of the most powerful and most flexible diagnostic tools in the market today. Almost instantly participants will understand the value of this and will immediately put it into use in all aspects of their professional and personal life.

The Creative Edge!™ workshops are held in your facility or an off-site location for groups of various sizes. For immediate response to your questions, further information or to schedule your seminar contact us at:

seminars@entertrainingmail.com

www.entertrainingetc.com

2½ Day Seminar

Together Profiting
from Change!™



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Together Profiting from Change!™

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Hermann Brain Dominance Instrument™

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“When an organization is not doing well, it is not motivation that will speed it up. What it needs is education and awareness to turn it around.”

-Ernesto Verdugo

All too often seminars, although intense and dramatic experiences, remain isolated from the real world. The learning, which seems so profound in the seminar room, is difficult to transfer to everyday life. After a few weeks, the experience has become a memory of something we did, rather than an integral part of a transformed life. That is why we created *Together Profiting from Change!™*

The objective of this seminar is to help your organization every step of the way to transform the business environment.

We believe that the most difficult change to accomplish is the change of environment; in other words, the attitude of people which forms the company culture. However, this is the change that creates the biggest impact in the productivity of an organization. In our experience, the common denominator of successful change initiatives, is a strategy that places people first; a strategy that honours the past as it embraces the future, empowers through sincere communication, and strengthens through learning - every step of the way! The typical change initiative focuses on the business issues - strategies, structures, systems, and practices; but in the final analysis, also focusing on the human issues. The aspirations, attitudes, and behaviours of your employees will determine your success.

This seminar is fully customisable to your organization needs!

“Change does not necessarily assure progress, but progress implacably requires change. Education is essential to change, for education creates both new wants and the ability to satisfy them.”

Attitude
Synergy
Communication
Team Spirit
Progress

Together Profiting from Change!™



EXTRAORDINARY TIMES CALL FOR EXTRAORDINARY TRAINERS!®

Format

This seminar is our “Flagship Seminar.” It has transformed various organizations in over 10 countries. In this seminar you will be taken on a powerful and enjoyable transforming journey where you will actively learn and participate in simulations that will help you understand the vital differences between change and progress.

Your team will leave with a strong sense of Team Spirit and a readiness to support change initiatives. They will understand that the changes happening in the organization are nothing but progress initiatives.

A problem well-defined is a problem half solved

Too often in organizations, time, energy and talents are wasted on solutions that only address surface issues, and therefore do not create real change. This workshop provides a forum and a dynamic process for exploring the root cause of complex issues. It provides techniques for generating an explosion of ideas, grouping those ideas, determining relationships among the groups, setting priorities, defining goals and defining the tasks needed to achieve these goals.

Together Profiting from Change!™ is exactly what your organization requires to propel itself through the turbulent waters of today's marketplace.

Modules	Focus
<p>Understanding the Difference between Change and Progress.</p> <p>The ultimate goal of this module is to introduce the fundamental concepts of change, and establish a foundation for understanding that progress can be achieved through positive change.</p>	<ul style="list-style-type: none"> • The dynamics of change • Exploring change models • Individual Change ability • Understanding company culture • The value of intellectual capital • What drives business? • Decision making
<p>The Process of Changing</p> <p>There is some science to the art of changing. This module provides a set of guidelines for developing strategies to address the human and organizational culture issues.</p>	<ul style="list-style-type: none"> • The Effect of Politics in an Organization • Taking Responsibility vs. Blaming • Communication • Defining Virtues, Values & Beliefs • Learning: building capacity for change • Reward, reinforcement, incentives
<p>Strategies for Building Commitment</p> <p>The personal decision to commit is only reached after one has concluded that they will be able to make a difference, to somehow contribute to the effort in a meaningful way. <u>Until a critical mass of committed people has been reached, your initiative will stagnate.</u> Our objective is to help you address the emotional requirements for commitment, to quickly engage the hearts and the brains of your people.</p>	<ul style="list-style-type: none"> • Emotional Intelligence in the workplace <ul style="list-style-type: none"> - Accelerated learning skills - Developing new habits - Conquering the Fear of Failure - Setting a new team mindset • Discover and include everyone's potential • Generate enthusiasm • Establish a sense of urgency • The Whole Brain Dominance Profile
<p>Strategies for Developing a Compelling Future</p> <p>This module will help people understand the triumph of personal accomplishment, and the honor of contributing to the team. It will help participants understand and gain perspective to exceed expectations. This session will help Managers to set objectives and will help them learn how to follow them up.</p>	<ul style="list-style-type: none"> • Developing courage to accept, embrace, and enjoy change. • Balancing big picture thinking with the details. In the face of change, learn: <ul style="list-style-type: none"> - what you can do for you, and - what you can do for others • Expectations • Set Backs • Shared Leadership • Coaching Skill • Feedback

2 Day Seminar

Entertrainer's Boot Camp!™



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*“The mediocre teacher tells.
The good teacher explains.
The superior teacher demon-
strates. The great teacher in-
spires!”*

Accelerated Learning is one of the most innovative techniques in training today. Used for both technical and behavioral training, in comparison with academic teaching, *Accelerated Learning* focuses responsibility for learning where it belongs—on the learner. Unfortunately there are few places where you can learn how to apply the process that energizes participants and improves their retention of training material. This two-day workshop not only teaches highly creative, effective classroom learning techniques, but also provides an opportunity to practice your new skills in a safe environment coached by one of the most professional *Accelerated Learning* practitioners in the market.

The ***Entertrainer's Boot Camp!***™ seminar is the only Train-the-Trainer program you will ever need in order to get your Training or Speaking Career propelled into the future!

Entertraining Etc's goal with this seminar is that organizations will consider the ***Entertrainer's Boot Camp!***™ as the professional standard in Train-the-Trainer programs. This seminar is divided in 8 modules that will be covered in two days. This seminar will give you the strongest foundation you can find in the area of training and seminar development. Also, if you are or would like to be a professional speaker you will get the required know-how to deliver spell-bound sessions, every time!

The ***Entertrainer's Boot Camp!***™ will help you:

- Get material retention rates to soar using our special review and memory techniques!
- Acquire proven techniques and processes to design and deliver training 25% faster!
- Get the interaction dynamics of a small group (5–7 members) even in sessions with several hundred attendees!
- Appeal to all adult learning styles. Learn to identify each one of your participants learning styles!
- Participate in a safe environment where you will blossom as an effective Accelerated Learning Practitioner!

Transformation

Distinction

Influence

Success

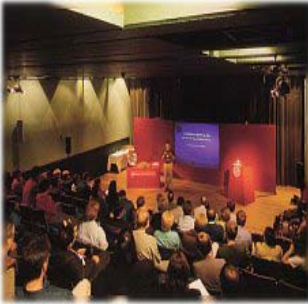
Impact

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Entertrainer's Boot Camp!™

Open or Corporate

Entertrainer's Boot Camp!™



“A training like this was due a long time ago! The content of this seminar should be mandatory to all educators & trainers!”

- Tom Hendry

Cutting Edge Seminars
Manchester, U.K.

What will I learn in this seminar?

Module 1

Training Needs Assessment:

- Making sure you deliver the right answers
- How to delight decision makers on content
- Matching design and delivery style
- Assess when issues can be solved by training

Module 2

Preparing the Learning Environment:

- Pre- and post-preparation and debriefing
- Considerations for room arrangements
- Characteristics of an ideal training room
- What to do when the room is less than ideal

Module 3

Effective Openings: Key to Success

- Mastering the fine art of pre-framing
- Mastering openers and icebreakers
- The effective way to use a syntax
- Effective ways to create powerful openers
- Effective audio and video openers

Module 4

Designing a High-Impact Approach

- The basic dynamics of attention
- Powerful topic transitions
- Increase audience buy-in & participation
- Powerful ways to revisit and review
- Things you need to know about learning
- How and when to use games in a session
- Mastering outside the classroom activities

Module 5

Development: Get It Right the 1st Time!

- Creating Learning Objectives
- How to reduce development time 50%
- “Chunking” your content in a logical way
- Coming up with powerful and effective ideas
- Looking at a sample day

Module 6

Generate Learner Motivation:

- Keep them learning after you stop teaching
- Specific ways to kill motivation.
- Effective ways to motivate adults
- Ways to encourage knowledge transfer

Module 7

Classroom Management : Creating the proper environment for the learning to take place

- Physical room arrangement
- What you can control and what not
- Dealing with difficult participants
- Principles on Production Management
- Using music and multimedia in the classroom

Module 8

Effective Ways to Close a Program

- Why trainers almost NEVER close a session
- Why trainers MUST always close a session
- NEVER do ... at the end of a program
- Effective ways to create powerful closings
- Increase the impact of a training
- How to orchestrate a follow up session

Format

This seminar is by no means a sit-down and listen seminar. You will actively learn and participate in simulations that will help you understand the keys to improve your accelerated learning ability. We use high impact visuals, audio and interactive activities that will deepen the impact and make the transfer of knowledge more powerful and long lasting.

All participants will receive as part of their tuition a copy of *The Entertrainer's Toolbox*.

Participants must complete the *HBDI™* Assessment prior to participating in the seminar.

3 Day Seminar

Mastery in Business
Negotiation!



EXTRAORDINARY TIMES CALL FOR EXTRAORDINARY TRAINERS!®

Mastery in Business Negotiation!

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*“You do not get what
you deserve, you get
what you negotiate.”*

-Chester L. Karras

The ability to negotiate effectively is a vital skill in business and everyday life. Whether you want to negotiate a business deal, a pay rise - or the price of a new house or car, ***Mastery in Business Negotiation!*** shows you how to get a better deal every time - and avoid costly mistakes...

Mastery in Business Negotiation! covers the entire negotiation spectrum

Best of all, it will take you or your team through an interactive accelerated learning experience that will help you master the skills in just two days, and you'll begin using them on day three. The seminar is comprehensive, yet concise and to-the-point. You will learn:

- How to effectively negotiate
- How to influence people
- How to debate
- How to get out of 'sticky situations'
- How to bargain
- How to write appropriate proposals
- How to reach an agreement

Mastery in Business Negotiation! is an effective and popular program for executives, sales professionals, managers, attorneys, and all others who often need to negotiate solutions.

Sure, you'll learn some shortcuts and some easy negotiation tricks. But you'll also gain deeper insight into how the person across the table thinks, assumes, and reacts. And you'll gain the benefit of proven techniques to effectively deal with every phase of the negotiation process.

Besides you will gain insight into the psychological power of persuasion and

This seminar is fully customisable
to your organization needs!

Influence
Determination
Success
Direction
Effectiveness

Over 20,000
delighted



EXTRAORDINARY TIMES CALL FOR EXTRAORDINARY TRAINERS!®

Format

This isn't a sit-back-and-listen program. You'll be put to the test in various scenarios, using different techniques, and gaining poise and confidence at every turn.

You'll need to arrive ready to flex your intellectual muscle! We use high impact visuals, audio and interactive activities that will deepen the impact and make the transfer of knowledge more powerful and long lasting.

If desired *actual scenario* simulations can be created as a way of practicing for real negotiating situations.

What does the seminar cover?

- **How to prepare for a negotiation:** This section helps you define the issues underneath the table; the make-or-break expectations that must be met before success is possible. You'll use effective--but unobtrusive--probing methods, contingency plans, and "what if" scenarios to craft a solid strategy before the negotiating begins.
- **Creative thinking:** How to create a "win" when all appears lost. In this section, you'll use case studies to convert dilemmas into win-win solutions. Using out-of-the-box thinking, you'll exercise your ability to quickly recover from sticky situations and put derailed negotiations back on track.
- **Self Awareness:** What you need to do to adapt your negotiation style. You'll begin with a self-assessment to measure your natural negotiating style. From there, you'll learn styles appropriate for different scenarios. Just as importantly, you'll learn how others tend to negotiate, and you'll discover the hidden meaning behind their approach.
- **Assertiveness:** You'll discover how to be assertive without being demanding. You'll ensure that your viewpoint isn't simply stated; it's actually understood and respected by your negotiating partner. By mastering the three types of assertiveness, and choosing the correct type at the right time, you'll avoid being steamrolled, and you'll avoid coming across as imperious.
- **Questioning Techniques:** How to get past the superficial issues to pinpoint the deal-makers. Without good questioning, you can give away the farm on every conceivable issue, and still fail to create a win-win conclusion. There's something else on your opponent's mind, but he's never clarified it, perhaps not even to himself. You'll practice the six types of questioning, used to dig-up the buried treasure.
- **How and when to declare success:** You'll learn how to bring continuous-loop negotiations to a conclusion, how to avoid open-ended scenarios, and how to walk-away from fruitless negotiations without slamming the door on future possibilities. You'll learn proven techniques for this vital step in the negotiation process.

The truth is **we negotiate all the time!** Asking for a raise, working out contract parameters like cost, delivery date and specifications, creating a team agreement - all these efforts involve persuading others to work *with* us instead of *against* us.

Mastery in Business Negotiation! helps you gain more skill and more confidence. It takes the pain out of negotiating and makes it profitable and fun. Customized to your company's needs and highly interactive with case studies and role plays, ***Mastery in Business Negotiation!*** is learning at its best!

Mastery in Business Negotiation! workshop can be held at your facility or at an off-site location for groups of various sizes. *Entertraining Etc* also offers this seminar to individuals on an Open Seminar basis. For further information & questions or to schedule your participation you can contact us at:

2 Day Seminar

Over 20,000
delighted
participants from



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Result Driven Time Management!

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“The decisions that you make and the actions that you take are the means by which you evolve.”

-Gary Zukav

In this age of complexity, the scarcest commodity of all is **time**. We all need and want more of it. But how do we go about getting it?

Most people know about good time management - why then do few peo-

Here are some of the typical excuses:

- I just don't have enough time...
- I don't have the discipline...
- No time management techniques suits this job...
- I just don't know where my time goes!
- I have always been very disorganized...
- I just have too much to do...
- This is a job for two people...

“Our plans miscarry because they have no aim. When you don't know what harbour you're aiming for, no wind is the right wind.”

-Seneca

Result Driven Time Management! will solve all of these issues, leaving no more excuses! Participants will analyze where their time goes, assess their time management skills, and develop strategies for taking control of their time.

This seminar offers techniques that can be put into action immediately. Participants benefit from the results of their efforts, their learning is reinforced, and they become more motivated to succeed.

Result Driven Time Management! can be delivered organization-wide, offering a consistent approach and an effective strategy for raising performance through-

Planning

Action

Results

Fulfillment

Character

Corporate or Public

Over 20,000
delighted



EXTRAORDINARY TIMES CALL FOR EXTRAORDINARY TRAINERS!®

Format

This is by no means a traditional Time Management Seminar. You will actively learn and participate, so you will understand the key result driven principles that will help you achieve more in less time and with less effort.

We use high impact visuals, audio and interactive activities that will deepen the impact and make the transfer of knowledge more powerful and long lasting.

Participants leave with a specific result driven action plan that they can replicate on a weekly basis in order to continue obtaining the results they expect on a **regular basis**.

Result Driven Time Management! puts your team on a count-down:

The seminar is composed of 4 modules, spread over two days.

DAY 1

Module 1: Assessing Participants Actual Performance Habits

Most people are aware that they are constantly losing time, but they can't pinpoint where it is going. This module will help participants assess where their time goes, what their time wasters are, and measure their actual productivity.

Module 2: Modeling Effective Time Management Practices

In this module participants learn:

- How to transform a tangled, complex, or overwhelming task into a fun and useable plan
- How to liberate themselves from monotonous and time-consuming "To-Do" lists
- How to accomplish more, in less time
- How to eliminate patterns of stress and replacing them with patterns of fulfillment

After this module participants will immediately know how to focus on the things that matter most.

DAY 2

Module 3: Transformation and Implementation

Participants learn how to effectively apply what they have learned and assess the results of their efforts. New skills are refined and adapted to their own style and working environment.

Module 4: Focus & Effective Decision Making

Most Time Management Seminars teach many tools and techniques in how to be more efficient, however they forget to teach the importance and the power of a *focused mind*. This obviously impairs the participant's decision making process. After this module the learners will know, understand and be able to confidently take decisions on issues that matter most. Making them by far more effective in all areas of their lives.

Result Driven Time Management! workshops can be held in your facility or an off-site location for groups of various sizes. *Entertraining Etc* also offers this seminar open to individual participation. For immediate response to your questions, for further information or to schedule your seminar today contact us at:

seminars@entertrainingmail.com

www.entertrainingetc.com

Tel. +31- 20 - 44 222 11

Fax +31- 20 - 44 220 55

2 Day Seminar

Dynamic Skills for Success!™



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Dynamic Skills for Success!™

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*Invest in yourself;
continuous learning is
the minimum require-
ment for success.*

-Brian Tracy

In the competitive environment where we live in we consider that the only way to propel your business into the future is by becoming more professional. We strongly believe that the only way to thrive in this ever-demanding business environment is by updating your business skills and sales approach; that's why we have developed this seminar. **Dynamic Skills for Success™** will take you through a 2-day 'Profound Knowledge Journey' that will compress decades of wisdom into days.

In your organisation:

- Are your company sales where you would like them to be?
- Does your staff perform at the level you want them to perform?
- Have you PROFESSIONALLY trained your staff lately?
- Does your staff tell you they could sell more if only the competition wouldn't be so fierce?
- How many of your staff are losing sales because of the lack of skills, poor attitude & fear change?
- How many of your staff can improve in their interpersonal skills both with customers and colleagues?

If you are uncomfortable with your answers to any of these questions, it's time to update the sales and customer service skills of your organization.

If you are looking for:

- Building outstanding interpersonal skills amongst customers and colleagues
- Improving bottom-line results
- Having professional (sales) staff by increasing their capabilities
- Happier Employees because they will be confident
- Make employees aware that taking responsibility and embracing change is part of their job

Success
Sales
Focus
Discovery
Communication

Corporate Seminar

Dynamic Skills for Success!™



EXTRAORDINARY TIMES CALL FOR EXTRAORDINARY TRAINERS!®

Format

This is by no means a sit down and listen seminar. You will actively learn and participate in simulations that will help you understand the vital sales and communication concepts. We use high impact visuals, audio and interactive activities that will deepen the impact and make the transfer of knowledge more powerful and long lasting. Participants leave with specific on-the-job commitments and action plans for their own real-world challenges and situations. This seminar provokes participants to break through self-imposed barriers and expand their leadership abilities beyond what was thought possible.

Most valued topics are:

- Why some people always succeed and how to be one of them.
- Emotional Intelligence in the workplace
- How to build outstanding relationships
- How to enhance your communication skills
- The psychology of customized sales
- Ways to create unforgettable first impressions
- How to create spellbound presentations...every time!
- How to increase your creative brain capabilities?
- How to boost your confidence and raise your self esteem
- How to anticipate Change
- How to read every word of your customers most subtle communication clues
- How to overcome price resistance and objections
- How to improve your customer service
- How to create a unique identity in the marketplace so businesses will seek you out personally
- Identify your own personality style and the personality styles of customers



This seminar is extremely beneficial for:

- Sales professionals
- Entrepreneurs
- Executives
- General Managers
- Front line Service Providers
- Anyone whose “excuses” are overshadowing their results



Dynamic Skills for Success!™ workshops can be held at your facility or an off-site location for groups of various sizes. For further information, immediate response to your questions or to schedule your seminar contact us at:

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Faculty Member

Biography
Ernesto Verdu-



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Biography: Ernesto Verdugo

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Everyone told Ernesto that achieving his dream of becoming an international public speaker would be impossible... Why would a company abroad want to hire a Mexican to train their staff? After all, Europe and the U.S. are saturated with excellent speakers and trainers! People told him that he had to be 'realistic' and look for a job in a Mexican company instead of dreaming to achieve the impossible! Fortunately he never listened to what others had to say about his dream...

Today, Ernesto is considered one of the best accelerated-learning facilitators in the market. From the opening energizer to the final anecdote, Ernesto personifies energy, intuition, creativity and realism. This is a speaking, facilitation and training style that has evolved from his twists and turns and lessons learned in life, the corporate world, education, traveling and marriage.

Since 1994 he has worked with thousands of individuals from over 80 nationalities in more than 45 different countries. Words like inspiring, exciting, riveting, sensitive and dynamic are usually written on participants' evaluations after they have experienced Ernesto. After his presentation you'll feel inspired, amused and most important, ready to apply the tools that will transform your business and your personal life forever!

Prior to full-time consulting, Ernesto held management and organization development assignments for KLM Royal Dutch Airlines. He started working as a sales executive with KLM Mexico. His outstanding ratings got him promoted to Management, Sales and Marketing trainer for KLM worldwide within 2 years of joining the company. He transferred to the headquarters in The Netherlands and was responsible for training the sales force of the airline around the world. In 1997 he was awarded with the Top Quality Performance Award, an award that recognizes outstanding contributions, professionalism, and valuable service.

Today Ernesto is an Author, Entrepreneur, Public Speaker, Consultant, Coach, and Accelerated Learning Practitioner. He is often sought after for his expertise in the fields of peak performance and personal and organizational success.

"I think of all the effective teachers I've had over the years with a sense of recognition, but those who have touched my heart I remember with a deep sense of gratitude..."

Thank you, Ernesto for your passionate teachings."

**- Marian Boellaard
Zürich, Switzerland**



Seminars
Presentations
Keynotes
Conferences

Over 20,000 delighted participants from more than 80 different nationalities can't be wrong!



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Over 10,000 Delighted Participants!

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What do people say about us?

“ *On a scale of ONE to TEN I personally rate the seminar an ELEVEN!* ”

-Maria Fernánda Andrade

Sales Executive, KLM Royal Dutch Airlines

Dynamic and Effective...

“ *It was a great training! It opened my eyes and gave me a better understanding of my team.* ”

-Heimo Leitgeb

General Manager, Radisson SAS Vienna

Inspiring...

“ *I must say that it is one of the most exhilarating seminars I've been to, considering the variety of subjects handled and the way they were presented. It was a mixture of education, psychology and fun. All these combined together, enthral the audience and they do not feel that they are being trained. The information given, manages to find ways into your sub-conscious mind, therefore you do not have to memorize.* ”

-Huda Nahas

Senior Assistant, UN/World Food Programme

OUTSTANDING!

To book Ernesto or any of our seminars contact us at:

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